



## Wisconsin Nutrition and Physical Activity State Plan Implementing the Plan Regional Forums

**Southeastern Region: Milwaukee; August 22nd**  
**Northeastern Region: Green Bay; September 29th**  
**Southern Region: Madison; October 6th**  
**Northern Region: Ashland; October 10th**  
**Northern Region: Wausau; October 11th**  
**Western Region: Eau Claire; October 25th**

Sponsored by:  
Wisconsin Nutrition and Physical Activity Program  
Wisconsin Partnership for Activity and Nutrition (WI PAN)

## General Information

### Forum Purpose

- To mobilize action around the implementation of the Wisconsin Nutrition and Physical Activity State Plan.
- To engage partners and key stakeholders in obesity prevention and management efforts.
- To develop skills in the intervention design process and selection of appropriate strategies.
- To increase coalition and stakeholder capacity to implement effective interventions.

### Forum Dates and Locations

#### **Southeastern Region: August 22nd**

Mount Mary College - Helfaer Hall  
2900 North Menomonee River Parkway  
Milwaukee, WI 53222-4597  
414.258.4810

#### **Northeastern Region: September 29<sup>th</sup>**

Northeast Wisconsin Technical College  
2740 W. Mason St.  
Green Bay, WI 54307  
800-422-NWTC

#### **Southern Region: October 6<sup>th</sup>**

Crowne Plaza Madison  
4402 E. Washington Ave.  
Madison, WI 53704  
608.244.4700

#### **Northern Region: October 10<sup>th</sup>**

Northern Great Lakes Visitor Center  
29270 County Highway G,  
Ashland, WI 54806  
715.685.9983

#### **Northern Region: October 11th**

Lodge at Cedar Creek  
805 Creske Avenue  
Rothschild, Wisconsin 54474  
715.241.6300

#### **Western Region: October 25<sup>th</sup>**

Ramada Convention Center  
205 S. Barstow Street  
Eau Claire, WI 54701  
715.835.6121

### Who Should Attend

Teams and individuals from the community to include local nutrition and physical activity coalitions, local health departments, community-based organizations, employers, healthcare providers, school staff, food service staff, city planners, advocacy organizations, transportation, consumers, and others who are interested in creating environments that support healthy food choices, physical activity and healthy weight.

### Registration Information

There is no fee to attend. Please email the registration form to Joanne McCluskey: [mcclujm@dhfs.state.wi.us](mailto:mcclujm@dhfs.state.wi.us) or fax to 608-266-3125 or mail to Joanne McCluskey, Wisconsin WIC Program, PO Box 2659, Madison, WI 53701 so that it is received one week prior to the forum date.

**ADVANCE REGISTRATION IS REQUIRED.**

### Tabletop Displays/ Information Sharing

Limited space will be available for tabletop displays. Information that you would like to share can be included with the conference materials. This could include materials you have developed, program descriptions or similar. Please indicate your interest in a tabletop display or sharing information on the registration form.

### Continuing Education Credits

A certificate of attendance will be provided.

### Forum Meal and Breaks

The meal and breaks are provided for registered attendees only.

### Climate Control

Dress in layers to accommodate the sometimes fluctuating facility temperatures and your own personal thermostats. Be creative in dress to keep yourself comfortable.

### Conference Information

Visit the Nutrition and Physical Activity Program website for more information, <http://dhfs.wisconsin.gov/health/physicalactivity/index.htm> or Contact Mary Pesik at [pesikmj@dhfs.state.wi.us](mailto:pesikmj@dhfs.state.wi.us) or 608-267-3694.



## Wisconsin Nutrition and Physical Activity State Plan Implementing the Plan Regional Forums



### Agenda

- 9:00 am **Registration and Networking**  
(light refreshments available)
- 9:30 am **Welcome and Opening Remarks**  
Invited guests from each region
- 9:50 am **Introduction to the Wisconsin Nutrition and Physical Activity State Plan**  
The session will introduce the State Plan to prevent obesity in Wisconsin along with how we got to where we are, who needs to be part of the solution and how to get involved with local efforts.  
Mary Pesik, *Nutrition and Physical Activity Program Coordinator*
- 10:30 am **Physical Activity Break**
- 11:00 am **Taking Action!**  
This session will provide an overview of the planning process to use in developing successful programs that promote healthy eating and physical activity. Information on lessons learned from one community example will be provided. Also, low resource to more intensive program components will be discussed.  
Amy Meinen, *Nutrition Coordinator* and/or Jon Morgan, *Physical Activity Coordinator*
- 12:00 **Working Lunch**  
(lunch will be provided)
- 1:00 pm **Successful Stories from the Field**  
Programs from each region will briefly share their story of how they are using the planning and implementation process described in the morning session to Take Action in their community or organization.
- 2:00 pm **Action Planning and Next Steps**  
Teams and/or small groups will 1) discuss how the information presented can be used within their community or organization, 2) begin to develop an action plan and 3) identify potential partners.
- 3:00 pm **Summary and Feedback**  
Additional resources available to assist with continued planning and implementation will be highlighted.
- 3:30 pm **Adjourn**

# Directions

## **Mount Mary College – Helfaer Hall**

2900 North Menomonee River Parkway, Milwaukee, WI 53222-4597

To get to Mount Mary College, take I-45 to Burleigh, go east (less than 1 mile) to the second stop light on 92nd St., and turn right. The next right is the entrance to the college. To get to Helfaer Hall from the lot off of 92nd St., approach the series of arches between the 2 main buildings. Take a left into Caroline Hall, and then an immediate right. You will need to go up a few stairs, down the hall, down a few stairs, and then turn in to the large room on your right (Helfaer Hall).

## **Northeast Wisconsin Technical College**

2740 W. Mason Street, Green Bay, WI 54307

From the North: Take Hwy 41-141 south into Green Bay. Exit west on Hwy 54 and continue west until you reach the campus on the right (north) side of Hwy 54.

From the South on Hwy 41: Take Hwy 41 north into Green Bay. Exit west on Hwy 54 and continue west until you reach the campus on the right (north) of Hwy 54.

Once you drive past the campus take a right on Country Club Road (at the stop light). Turn right into the campus on Business Drive. Park in parking lot F. You will enter the building by the canopy which is called the Center for Business and Industry. Once in the building, there will be signs directing everyone to the meeting room.

## **Crowne Plaza Madison**

4402 E. Washington Ave., Madison, WI 53704

From the north & south: travel I-90/94/39 to Hwy 151 south, Exit 135a. Travel 1/2 mile. Hotel will be on your right.

## **Northern Great Lakes Visitor Center**

29270 County Highway G, Ashland, WI 54806

The Northern Great Lakes Visitor Center is conveniently located at the intersection of County Hwy G and US Hwy 2, 2 miles west of Ashland, Wisconsin.

## **Lodge at Cedar Creek**

805 Creske Avenue, Rothschild, Wisconsin 54474

From Highway 39/51 heading North or South. Take Exit 185, turn a right onto Business 51 North, at the first stop light turn right onto Imperial Ave., after the stop light on Imperial Ave., take the 1st right onto Market Street, turn left onto Creske Ave.

From Highway 29 heading East or West. Off of Highway 29, exit onto Highway 39/51 South, take Exit 185, make a right onto Business 51 North, at the first stop light turn right onto Imperial Ave., after the stop light on Imperial Ave., take the 1st right onto Market Street, turn left onto Creske Ave.

## **Ramada Convention Center**

205 S. Barstow Street, Eau Claire, WI 54701

From the North/South: Travel on Highway 53 to Main St. Then turn right on Barstow St; Hotel will be on the right 2 blocks.

From the East: Highway 29 West to Highway 53 South then turn right on Main St. Then turn right on Barstow St. Hotel will be on the right 2 blocks.

From the West: I-94 East to Exit 59 (Highway 124). Then travel on Highway 124 North for approximately 5 miles then exit onto Highway 53 South. Travel on Highway 53 South, then turn right on Main St. Then turn right on Barstow St. Hotel will be on the right 2 blocks.